

Message Text

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46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 021434Z FEB 76
FM AMEMBASSY VIENNA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 7681
AMEMBASSY BERN
AMEMBASSY BONN
AMEMBASSY LONDON

UNCLAS VIENNA 0766

E.O. 11652: N/A

TAGS: BEXP, AU, GW, SZ

SUBJECT: TRADE COMPLAINT OF DODGE TRUCK DEALER FOR AUSTRIA

1. EISNER NUTZFAHRZEUG GES.M.B.H., WHICH LAST YEAR BECAME FRANCHISED DISTRIBUTOR FOR AUSTRIA OF DODGE UTILITY VEHICLES, HAS ASKED FOR EMBASSY ASSISTANCE IN OBTAINING INFORMATION FROM CHRYSLER CORPORATION REGARDING NON-DELIVERY OF UNITS THE FIRM HAS ORDERED.

2. FACTS AS REPORTED BY EISNER ARE AS FOLLOWS. EISNER HAS ORDERED THROUGH CHRYSLER INTERNATIONAL, LONDON, A TOTAL OF 120 US-SOURCE UTILITY VEHICLES, MOSTLY MODELS B-200 AND B-300 VANS AND B-200 AND B-300 SPORTSMAN WAGONS. 45 OF THESE UNITS SCHEDULED FOR DELIVERY BETWEEN OCTOBER AND JANUARY. NOT ONE UNIT HAS BEEN RECEIVED AND EISNER IS FURTHERMORE UNABLE TO OBTAIN ANY INFORMATION FROM CHRYSLER LONDON REGARDING EXPECTED DELIVERY DATES AND REASONS FOR THE DELAYS. EISNER UNDERSTANDS THAT ON JAN. 9, 11 UNITS REACHED PORT OF BALTIMORE, BUT EISNER HAS RECEIVED NO FURTHER SHIPPING ADVICE ON THESE OR OTHER UNITS ORDERED. THIS DEAFENING SILENCE IS ALL THE MORE PUZZLING SINCE ALL ORDERS PLACED BY EISNER HAVE BEEN ACKNOWLEDGED, AND EISNER RECEIVES MONTHLY REPORTS SHOWING ALL ORDERS TO HAVE BEEN DULY SCHEDULED FOR PRODUCTION.

3. 25 OF THE 45 UNITS HAVE ALREADY BEEN SOLD BY EISNER, AND
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SHOULD HAVE BEEN DELIVERED BEFORE THE END OF 1975. IF

SHIPMENT HAD BEEN MADE ON TIME, THE CUSTOMERS WOULD HAVE HAD A 2 PERCENT TAX ADVANTAGE. SOME CUSTOMERS HAVE CANCELLED THEIR ORDERS.

4. ACCORDING TO EISNER THE DODGE TRUCK DEALERS, NUBAG IN BASEL AND HAWA IN FRANKFURT, ARE HAVING THE SAME DIFFICULTIES IN OBTAINING INFORMATION AND RECEIVING SHIPMENTS OF US-ORIGIN DODGE TRUCKS.

5. EISNER IS EXTREMELY INTERESTED IN OBTAINING QUICK DELIVERIES, SINCE THE FIRM REPORTS MUCH INTEREST IN THE AUSTRIAN MARKET IN US TRUCKS. EISNER SAYS THWT CUSTOMERS APPRECIATE THEIR COMFORT INCLUDING CONVENIENCE OF AUTOMATIC TRANSMISSION, AND ARE WILLING TO SPEND EXTRA MONEY FOR THEM. (FIRST 9 MONTHS OF 1975, AUSTRIA IMPORTED 8115 TRUCKS, ONLY 38 OF THEM FROM US. EISNER BUSINESS ALONE WOULD REPRESENT A QUANTUM LEAP IN US TRUCK EXPORTS TO AUSTRIA.)

6. THIS SITUATION IS PARTICULARLY DISTRESSING AND EMBARRASSING, NOT ONLY TO EISNER BUT ALSO TO THE EMBASSY, IN VIEW OF THE FANFARE GIVEN LAST OCTOBER TO THE OFFICIAL OPENING OF THE DODGE DEALERSHIP, WHICH WAS ATTENDED BY THE AMERICAN AND BRITISH AMBASSADORS IN VIENNA. (EMBASSY CARRIED A FEATURE ARTICLE ON THIS EVENT IN ITS DEC. 75 NEWSLETTER).

7. EISNER REPORTS THERE IS NO PROBLEM WHATSOEVER WITH EMISSION STANDARDS; FIRM HAS ALREADY FILED NECESSARY CERTIFICATE WITH AUSTRIAN AUTHORITIES FOR REGISTRATION OF THESE VEHICLES.

8. ACTION REQUESTED. COMMERCE URGENTLY REQUESTED CONTACT APPROPRIATE CHRYSLER CORPORATION OFFICIALS, ASCERTAIN STATUS OF DOGE TRUCK SHIPMENTS TO EISNER AND REASON FOR APPARENT INABILITY OF CHRYSLER INTERNATIONAL IN LONDON TO FURNISH EISNER WITH SUCH INFORMATION. PLEASE ADVISE SOONEST.BUCHANAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 FEB 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976VIENNA00766
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760038-1066
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760290/aaaadbgc.tel
Line Count: 95
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 16 NOV 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 MAY 2004 by BrownAM>; RELEASED <16 NOV 2004 by blochd0>; APPROVED <17 NOV 2004 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRADE COMPLAINT OF DODGE TRUCK DEALER FOR AUSTRIA
TAGS: BEXP, AU, GE, SZ
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006